



WPTV

ORDER

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<u>Contract / Revision</u>	307328	/	Bogdanoff, Gardiner, Gaetz
<u>Original Date / Revision</u>	<u>Agency Com</u>	15%	
08/08/12	08/08/12		<u>Billing Contact</u>
<u>Advertiser</u> Republican Party of FL - 3 P	566 South Route 303		
	Blauvelt, NY 10913		
<u>Agency</u> McLaughlin & Associates			
<u>Buying Contact</u>	<u>Sales Office</u>	EWSDC	
919 Prince Street	<u>Sales Region</u>	NAT	
Alexandria, VA 22314	<u>Agency Ref</u>		

Order Sep 00:20:00
Estimate # **348**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	206	\$194,097.50	\$228,350.00	0.00	10/01/12	10/28/12	206	\$194,097.50	\$228,350.00
November 2012	22	\$23,991.25	\$28,225.00	0.00	10/29/12	11/04/12	22	\$23,991.25	\$28,225.00
Totals	228	\$218,088.75	\$256,575.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	206	\$194,097.50	\$228,350.00	0.00	10/01/12	10/28/12	206	\$194,097.50	\$228,350.00
November 2012	22	\$23,991.25	\$28,225.00	0.00	10/29/12	11/04/12	22	\$23,991.25	\$28,225.00
Totals	228	\$218,088.75	\$256,575.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																Amount	
N 1	WPTV	10/08/12	10/14/12	M-F 6-7a M-F 6-7a		CM	6-7a		11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12		11111--		5	\$1,200.00		0.00							
N 2	WPTV	10/15/12	10/21/12	M-F 6-7a M-F 6-7a		CM	6-7a		11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12		11111--		5	\$1,200.00		0.00							
N 3	WPTV	10/22/12	10/28/12			CM	6-7a		11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00



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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/08/12 / 08/08/12

Order Sep 00:20:00

Advertiser Republican Party of FL - 3 | Product Bogdanoff, Gardiner, Gaetz Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
				M-F 6-7a											
				M-F 6-7a											
				Start Date	End Date	Weekdays									
				Week:	10/22/12	10/28/12									
						11111--									
							Spots/Week	5	\$1,200.00						
							Rate		0.00						
N 4	WPTV	10/29/12	11/04/12	M-F 6-7a		CM	6-7a		11111--	:30	4	\$1,200.00	FX	0.00	NM
				M-F 6-7a											
				Start Date	End Date	Weekdays									
				Week:	10/29/12	11/04/12									
						11111--									
							Spots/Week	4	\$1,200.00						
							Rate		0.00						
N 5	WPTV	10/08/12	10/14/12	M-F 7-9a		CM	7-9a		22222--	:30	10	\$1,500.00	FX	0.00	NM
				M-F 7-9a											
				Start Date	End Date	Weekdays									
				Week:	10/08/12	10/14/12									
						22222--									
							Spots/Week	10	\$1,500.00						
							Rate		0.00						
N 6	WPTV	10/15/12	10/21/12	M-F 7-9a		CM	7-9a		11111--	:30	5	\$1,500.00	FX	0.00	NM
				M-F 7-9a											
				Start Date	End Date	Weekdays									
				Week:	10/15/12	10/21/12									
						11111--									
							Spots/Week	5	\$1,500.00						
							Rating		0.00						
N 7	WPTV	10/22/12	10/28/12	M-F 7-9a		CM	7-9a		11111--	:30	5	\$1,500.00	FX	0.00	NM
				M-F 7-9a											
				Start Date	End Date	Weekdays									
				Week:	10/22/12	10/28/12									
						11111--									
							Spots/Week	5	\$1,500.00						
							Rate		0.00						
N 8	WPTV	10/29/12	11/04/12	M-F 7-9a		CM	7-9a		11111--	:30	4	\$1,500.00	FX	0.00	NM
				M-F 7-9a											
				Start Date	End Date	Weekdays									
				Week:	10/29/12	11/04/12									
						11111--									
							Spots/Week	4	\$1,500.00						
							Rating		0.00						
N 9	WPTV	10/08/12	10/14/12	M-F 9-10a		CM	9-10a		11111--	:30	5	\$650.00	FX	0.00	NM
				M-F 9-10a											
				Start Date	End Date	Weekdays									
				Week:	10/08/12	10/14/12									
						11111--									
							Spots/Week	5	\$650.00						
							Rate		0.00						
N 10	WPTV	10/15/12	10/21/12	M-F 9-10a		CM	9-10a		11111--	:30	5	\$650.00	FX	0.00	NM
				M-F 9-10a											
				Start Date	End Date	Weekdays									
				Week:	10/15/12	10/21/12									
						11111--									
							Spots/Week	5	\$650.00						
							Rating		0.00						
N 11	WPTV	10/22/12	10/28/12	M-F 9-10a		CM	9-10a		11111--	:30	5	\$650.00	FX	0.00	NM
				M-F 9-10a											
				Start Date	End Date	Weekdays									
				Week:	10/22/12	10/28/12									
						11111--									
							Spots/Week	5	\$650.00						
							Rating		0.00						
N 12	WPTV	10/08/12	10/14/12	M-F 10-11a		CM	10-11a		11111--	:30	5	\$575.00	FX	0.00	NM
				M-F 10-11a											
				Start Date	End Date	Weekdays									
				Week:	10/08/12	10/14/12									
						11111--									
							Spots/Week	5	\$575.00						
							Rating		0.00						
N 13	WPTV	10/15/12	10/21/12	M-F 10-11a		CM	10-11a		11111--	:30	5	\$575.00	FX	0.00	NM
				M-F 10-11a											
				Start Date	End Date	Weekdays									
				Week:	10/15/12	10/21/12									
						11111--									
							Spots/Week	5	\$575.00						
							Rate		0.00						
N 14	WPTV	10/22/12	10/28/12	M-F 10-11a		CM	10-11a		11111--	:30	5	\$575.00	FX	0.00	NM
				M-F 10-11a											
				Start Date	End Date	Weekdays									
				Week:	10/22/12	10/28/12									
						11111--									
							Spots/Week	5	\$575.00						
							Rating		0.00						
N 15	WPTV	10/08/12	10/14/12	M-F 12n-1p		CM	12-1p		22222--	:30	10	\$500.00	FX	0.00	NM
				M-F 12n-1p											
				Start Date	End Date	Weekdays									
				Week:	10/08/12	10/14/12									
						22222--									
							Spots/Week	5	\$500.00						
							Rate		0.00						



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Advertiser Republican Party of FL - 3 | Product Bogdanoff, Gardiner, Gaetz Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N15	WPTV	10/08/12	10/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	22222--	:30	10	\$500.00	FX	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	22222--						10	\$500.00	0.00			
N16	WPTV	10/15/12	10/21/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--						5	\$500.00	0.00			
N17	WPTV	10/22/12	10/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--						5	\$500.00	0.00			
N18	WPTV	10/29/12	11/04/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	-1-1---	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---						2	\$500.00	0.00			
N19	WPTV	10/08/12	10/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--						5	\$725.00	0.00			
N20	WPTV	10/15/12	10/21/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----						2	\$725.00	0.00			
N21	WPTV	10/22/12	10/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----						2	\$725.00	0.00			
N22	WPTV	10/08/12	10/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--						5	\$1,600.00	0.00			
N23	WPTV	10/15/12	10/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111---						4	\$1,600.00	0.00			
N24	WPTV	10/22/12	10/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111---						4	\$1,600.00	0.00			
N25	WPTV	10/08/12	10/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--						5	\$1,600.00	0.00			
N26	WPTV	10/15/12	10/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111---						4	\$1,600.00	0.00			
N27	WPTV	10/22/12	10/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111---						4	\$1,600.00	0.00			



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Hiatus Dates

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Advertiser Republican Party of FL - 3 | Product Bogdanoff, Gardiner, Gaetz Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N27	WPTV	10/22/12	10/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	1111---		4	\$1,600.00		0.00						
N28	WPTV	10/08/12	10/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5	\$1,800.00		0.00						
N29	WPTV	10/15/12	10/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	11111--		5	\$1,800.00		0.00						
N30	WPTV	10/22/12	10/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	11111--		5	\$1,800.00		0.00						
N31	WPTV	10/29/12	11/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	11111--		5	\$1,800.00		0.00						
N32	WPTV	10/08/12	10/14/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-11---	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	1-11---		3	\$3,000.00		0.00						
N33	WPTV	10/08/12	10/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5	\$950.00		0.00						
N34	WPTV	10/15/12	10/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	11111--		5	\$950.00		0.00						
N35	WPTV	10/22/12	10/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	11111--		5	\$950.00		0.00						
N36	WPTV	10/08/12	10/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5	\$950.00		0.00						
N37	WPTV	10/15/12	10/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	11111--		5	\$950.00		0.00						
N38	WPTV	10/22/12	10/28/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	11111--		5	\$950.00		0.00						
N39	WPTV	10/08/12	10/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5	\$1,400.00		0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N39	WPTV	10/08/12	10/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5	\$1,400.00		0.00						
N40	WPTV	10/15/12	10/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	11111--		5	\$1,400.00		0.00						
N41	WPTV	10/22/12	10/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	11111--		5	\$1,400.00		0.00						
N42	WPTV	10/29/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	11-----		2	\$1,400.00		0.00						
N43	WPTV	10/08/12	10/14/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$400.00		0.00						
N44	WPTV	10/08/12	10/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$725.00		0.00						
N45	WPTV	10/15/12	10/21/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1	\$725.00		0.00						
N46	WPTV	10/22/12	10/28/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1	\$725.00		0.00						
N47	WPTV	10/08/12	10/14/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$850.00		0.00						
N48	WPTV	10/15/12	10/21/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1	\$850.00		0.00						
N49	WPTV	10/22/12	10/28/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1	\$850.00		0.00						
N50	WPTV	10/29/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		1	\$850.00		0.00						
N51	WPTV	10/08/12	10/14/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$850.00		0.00						



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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/08/12 / 08/08/12

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Advertiser Republican Party of FL - 3 | Product Bogdanoff, Gardiner, Gaetz Estimate # 348



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Flight Dates 10/08/12-11/06/12

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Advertiser Republican Party of FL - 3 | Product Bogdanoff, Gardiner, Gaetz Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N63	WPTV	10/08/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$850.00		0.00			
N64	WPTV	10/15/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$850.00		0.00			
N65	WPTV	10/22/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$850.00		0.00			
N66	WPTV	10/29/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$850.00		0.00			
N67	WPTV	10/08/12	10/14/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,000.00		0.00			
N68	WPTV	10/15/12	10/21/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T--S		1				\$1,000.00		0.00			
N69	WPTV	10/22/12	10/28/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T--S		1				\$1,000.00		0.00			
N70	WPTV	10/29/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T--S		1				\$1,000.00		0.00			
Totals														\$228	\$256,575.00